

ORDER



Orders
Order / Rev: 704348
Alt Order #: 06262041
Product Desc: AMERICANS FOR PROS
Estimate: 1872
Flight Dates: 08/22/12 - 08/27/12
Original Date / Rev: 08/03/12 / 08/06/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 Do Not Mail
 XX, XX XX

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Americans For Prosperity
Demographic: A50+
Product Codes: IS-Candidate/Presidential,IS-Candidate/
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	34	\$9,850.00	\$8,372.50
08/27/12	08/27/12	10	\$5,830.00	\$4,955.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	34	\$9,850.00	\$8,372.50	0.00
September 2012	10	\$5,830.00	\$4,955.50	0.00
Totals	44	\$15,680.00	\$13,328.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJXX-TV	8%	\$15,680.00
Market	100%	\$196,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	5%	\$9,800.00
WCWJ	0%	\$0.00
WJXT	30%	\$58,800.00
WTEV	27%	\$52,920.00
WTLV	30%	\$58,800.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	08/22/12	08/24/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	-- WTF--	:30	3	\$115.00	P-3	0.00	NM	3	\$345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- WTF--			3			\$115.00		0.00			
2	WJXX	08/22/12	08/24/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	-- 222--	:30	6	\$125.00	P-3	0.00	NM	6	\$750.00
		2X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- 222--			6			\$125.00		0.00			
3	WJXX	08/22/12	08/24/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	-- WTF--	:30	3	\$275.00	P-3	0.00	NM	3	\$825.00

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WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WJXX	08/22/12	08/24/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p -- WTF--	:30	3	\$275.00	P-3	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-- WTF--		3		\$275.00		0.00				
4	WJXX	08/22/12	08/24/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p -- WTF--	:30	3	\$275.00	P-3	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-- WTF--		3		\$275.00		0.00				
5	WJXX	08/22/12	08/24/12	Nightline Nightline	CM	M-F 11:35p-12:05a - WTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-- WTF--		3		\$200.00		0.00				
6	WJXX	08/22/12	08/26/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p -- WTFSS	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-- WTFSS		5		\$200.00		0.00				
7	WJXX	08/24/12	08/24/12	Fri Prime C 20/20	CM	Fri 10p-11p ---- F--	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	---- F--		2		\$1,200.00		0.00				
8	WJXX	08/25/12	08/25/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after footb	CM	Sat FCN News We- ---- S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	----- S-		1		\$175.00		0.00				
9	WJXX	08/26/12	08/26/12	First Coast News On Point First Coast News On Point	CM	First Coast News C- ---- S	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	----- S		1		\$40.00		0.00				
10	WJXX	08/26/12	08/26/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff 6- ---- S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	----- S		1		\$150.00		0.00				
11	WJXX	08/26/12	08/26/12	Sun Prime A America's Funniest Home Videos	CM	7-8p - ---- S	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	----- S		2		\$600.00		0.00				
12	WJXX	08/26/12	08/26/12	Sun Prime Other 2nd Program Extreme Makeover: Weight Loss	CM	9-11p - ---- S	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	----- S		2		\$700.00		0.00				
13	WJXX	08/26/12	08/26/12	Sports Final 11:30p-12a	CM	1130p-12a - ---- S	:30	2	\$70.00	P-3	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	----- S		2		\$70.00		0.00				
14	WJXX	08/27/12	08/27/12	GMJ M-F 6a-7a	CM	M-F 6a-7a M- ----	:30	2	\$115.00	P-3	0.00	NM	2	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/27/12	09/02/12	M- ----		2		\$115.00		0.00				
15	WJXX	08/27/12	08/27/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a M- ----	:30	2	\$125.00	P-3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/27/12	09/02/12	M- ----		2		\$125.00		0.00				
16	WJXX	08/27/12	08/27/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p M- ----	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00

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WJXX-TV

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16	WJXX	08/27/12	08/27/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p M-----	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----				1	\$275.00		0.00			
17	WJXX	08/27/12	08/27/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p M-----	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----				1	\$275.00		0.00			
18	WJXX	08/27/12	08/27/12	Nightline Nightline	CM	M-F 11:35p-12:05aM-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----				1	\$200.00		0.00			
19	WJXX	08/27/12	08/27/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----				1	\$200.00		0.00			
20	WJXX	08/27/12	08/27/12	Mon Prime Other Bachelor Pad	CM	8-10p M-----	:30	2	\$2,200.00	P-3	0.00	NM	2	\$4,400.00
2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----				2	\$2,200.00		0.00			
Totals												44	\$15,680.00	